



WEWS

# ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision      **304295 /**

Original Date / Revision  
07/11/12    09/19/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**American Crossroads TV 10.16-10.1**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **693**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	83	\$116,832.50	\$137,450.00	0.00
<b>Totals</b>	<b>83</b>	<b>\$116,832.50</b>	<b>\$137,450.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	83	\$116,832.50	\$137,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/16/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$650.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$650.00		0.00			
N 2	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,250.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **304295**      Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision    07/11/12/    09/19/12

Order Sep    00:20:00

Advertiser    **American Crossroads**      Product **American Crossroads TV 10** Estimate #    **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$850.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$850.00		0.00			
N 3	WEWS	10/16/12	10/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$900.00		0.00			
N 4	WEWS	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$850.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$850.00		0.00			
N 5	WEWS	10/16/12	10/22/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$1,600.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,600.00		0.00			
N 6	WEWS	10/16/12	10/22/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
N 7	WEWS	10/16/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$850.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$850.00		0.00			
N 8	WEWS	10/16/12	10/22/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,000.00		0.00			
N 9	WEWS	10/16/12	10/22/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,000.00		0.00			
N 10	WEWS	10/16/12	10/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$2,000.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$2,000.00		0.00			
N 11	WEWS	10/16/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$2,500.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$2,500.00		0.00			
N 12	WEWS	10/16/12	10/18/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	- TWT---	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00



WEWS

Print Date: 09/24/12

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Contract / Revision **304295** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/19/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads TV 10** Estimate # **693**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	WEWS	10/16/12	10/18/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	-TWT---	:30	3	\$2,500.00	P-1	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWT---		3			\$2,500.00		0.00			
N 13	WEWS	10/16/12	10/22/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4			\$1,200.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1			\$1,200.00		0.00			
N 14	WEWS	10/16/12	10/22/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	0.00 NM	6	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF-S		5			\$3,000.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1			\$3,000.00		0.00			
N 15	WEWS	10/21/12	10/21/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$850.00	P-1	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$850.00		0.00			
N 16	WEWS	10/16/12	10/22/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4			\$1,000.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1			\$1,000.00		0.00			
N 17	WEWS	10/20/12	10/20/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$650.00	P-1	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WEWS	10/15/12-10/21/12	Criminal Minds		1135p-105x	-----Sa--	:30		<del>(\$650.00)</del>		0.00 NM		
	See MG 17.2,17.3													
	[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]													
	2	WEWS	10/15/12-10/21/12	SA 12a-1a CSI Miami Late		12a-1a	-----Sa--	:30		\$650.00		0.00 NM		
	Ⓜ MG for 17.1,18.1													
	3	WEWS	10/15/12-10/21/12	SU 12a-1a CSI Miami Late		12a-1a	-----Su	:30		\$650.00		0.00 NM		
	Ⓜ MG for 17.1,18.1													
N 18	WEWS	10/21/12	10/21/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S	:30	1	\$650.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WEWS	10/15/12-10/21/12	Criminal Minds		1135p-105x	-----Su	:30		<del>(\$650.00)</del>		0.00 NM		
	See MG 17.2,17.3													
	[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]													
N 19	WEWS	10/20/12	10/20/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$900.00		0.00			
N 20	WEWS	10/21/12	10/21/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$900.00		0.00			
N 21	WEWS	10/22/12	10/22/12		CM	10-11p		:30	1	\$18,000.00	P-1	0.00 NM	0	\$0.00

